
Creative Director

Creative Director : WI

Fidelity Investments : Durham, NC : 2013–Present

I am an empathic creative leader who operates with an intuitive sense of reduction to the essential. As a Director, I have a systems approach to standards, quality and consistency. I am a lead creative within a team of information architects, visual designers, writers, technologists, producers, researchers, and creative directors. I work to delight users with products that are interesting, simple and pleasurable. I place a high value on the augmentation of real-life experiences, because products should fit into our users' everyday lives—enabling them to accomplish tasks more effectively while enjoying the journey. I have mastered that ability to orchestrate and capture collaborative creations, leveraging the diverse ideas and perspectives of associates, business partners and users. One of my strengths is the ability to tell stories about a product's possibilities, which I use to inspire my teams. I have an award-winning portfolio of projects and an elegant aesthetic sensibility. My success in generating solutions that are beautiful and functional is derived from creating an atmosphere for possibilities and connections—a culture where everyone involved is energized and there is consensus on the goal: the most elegant and simple solution.

Principle Visual Designer : WI

Fidelity Investments : Durham, NC : 2012–2013

I worked with Information architects, content strategists and usability experts to create simple and elegant online experiences. Designing the user interfaces and visual content for our workplace investing sponsors and participants required a huge collaborative effort. I created highly polished user interfaces, visual designs and data visualizations that extended established brand standards for both the firm and our customers. I utilized user-centered design techniques, leveraged user personas and use-case scenarios, as well as usability testing results and critical thinking in the process, and solved tough problems along the way. Our mission was to ensure the products were in sync with the client's business goals and expectations while enabling the end user's financial success.

Senior Graphic and Interface Designer

AICPA : Durham, NC : 2011

Played a leading role in the restructuring and visual design of multiple website properties. Responsible for defining website and application functionality, information architecture, user interfaces, social and community development. I combined award-winning graphic design expertise with multidisciplinary interaction knowledge to conceptualize, design and produce simplified, elegant online experiences. My creative process focused on enhancing user experience and functionality, while helping promote user understanding, and a product that was user-friendly, brand-aligned and relevant. This creative position was in a fast-paced environment, where I also interacted with executive leaders and business unit managers.

Associate Creative Director/Creative Manager

Ogilvy & Mather : Durham, NC : 2007–2008

Led advertising creative and studio functions with teams of creative supervisors, art directors and copywriters on IBM, Kodak, Lenovo and British Airways business. Guided development of brand concepts derived from key insights for web, print, and retail within integrated direct marketing campaigns. Drove growth and development in digital disciplines across creative, strategy, marketing and delivery functions. Supervised daily work flow and creative team assignments. Evaluating and recruiting candidates for full-time and freelance creative positions.

Design Director

All Kinds Of Minds : Chapel Hill, NC : 2005–2006

Directed creative for all identity, print and interactive communications for a successful non-profit. Interfaced with senior management and program marketing managers to strengthen the centralized marketing & communications function, while driving the creative thinking for engagement strategies within the major program areas. Ensured optimum brand equity, marketing effectiveness and information quality. Supervising daily work flow and creative team assignments.

Education

Grad teaching assistant
Communication Design
University at Buffalo
1985 – 1987

BA: Graphic Design
State University of NY
College at Fredonia
1983 – 1985

Recognition

Graphis Branding USA3
ADDY Gold & Silver
AIGA BOOM!
AIGA Graphic Design USA
Creativity
Print Regional Annual

Portfolio

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